

Contactless Experience**Good for Customers, Better for Brands!**

'Contactless' has now become the backbone of everyday retail practice. With the upsurge of digital adoption, the customer acceptance of digital receipt has also increased. Originally introduced by Apple in 2005, it has significant benefits, no matter the retailer's size or type. Digital receipts are transforming retail marketing as it is an opportunity to digitally engage an offline customer.

Digital Receipts are for the environment conscious consumer who wants to go paperless. They won't fade and are convenient to store. But retailers are the real winners as apart from cost reduction, it also speeds up the checkout process.

Now is the time to catch up with your competitors and pass on the benefits to your customers - Have you made the switch, yet?

Resource of the Month**Conversational Commerce:
The Future of Retail Marketing**

Conversations lie at the core of commerce. Today, they have become automated – with retailers using conversational commerce tools that leverage AI-driven interactions to communicate with customers and lead them to a purchase.

In this blog, we look at how conversational commerce is impacting the retail industry, how it works, the big opportunity that it offers to brands, and future trends.

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Featured Product of the Month**Digital Receipt****The Future of Retail with GREATER Opportunities**

A cost-effective channel of engagement, enables retailers to share customized communication on customers in hand digital devices via WhatsApp, SMS, or E-mail.

[Know More](#)
In the News**CLM Solution Provider,
Easyrewardz, Unveils it's New Logo**

Easyrewardz has introduced an all-new & enhanced avatar that represents to elevate CX for customer engagement and retention. The five-circle logo – where each circle represents a different phase of a unique but crucial aspect of crafting an engaging customer lifecycle in their new identity.

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In Conversation With

"In this era of digitisation, it is imperative and even retailers now prefer to speed up the checkout process. From the transactional data captured by the system, you can get to know your customers and their individual needs with greater clarity and accuracy, leading to higher customer satisfaction, greater loyalty and more referrals. Further, digital receipts offer a much lower environmental footprint when compared to paper-based receipts, with the potential to save tens of thousands of trees each year."



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